

**Summary of Gender-Related Research Findings  
and  
Recommendations for the Pilot Environmental Communication Campaigns  
from Palawan, Davao del Sur & Cebu Provinces**

**GreenCOM/Philippines**

**Prepared by:**

Dr. Nancy Diamond, GreenCOM Research & Evaluation Officer  
Barbara Rawlins, GreenCOM Research Analyst

March 6, 1997

**Submitted to:**

USAID/Philippines

**Submitted by:**

GreenCOM

USAID Contract No. PCE-5839-Q-00-3069-000

Delivery Order No. 11

## TABLE OF CONTENTS

|  |    |
|--|----|
| <u>Page</u>  |    |
| I. Introduction  | 1  |
| II. Local Government Unit (LGU) Officials                              | 3  |
| IIA. Gender Composition of Sample of LGU Officials                     | 3  |
| IIB. Gender Comparison of LGU Officials by Socio-Demographic Variables | 4  |
| IIC. Gender Comparison of Survey Data Results for LGU Officials        | 6  |
| IID. Summary of Gender-Related Campaign Recommendations: LGU Officials | 9  |
| III. Local Opinion Leaders (O.L.s)                                     | 10 |
| IIIA. Gender Composition of O.L. Sample                                | 10 |
| IIIB. Gender Comparison of O.L.s by Socio-Demographic Variables        | 10 |
| IIIC. Gender Comparison of Survey Data Results for O.L.s               | 13 |
| IIID. Summary of Gender-Related Campaign Recommendations: O.L.s        | 17 |
| IV. Community Members (C.M.s)  | 19 |
| IVA. Gender Composition of C.M. Sample                                 | 19 |
| IVB. Gender Comparison of C.M.s by Socio-Demographic Variables         | 20 |
| IVC. Gender Comparison of Survey Data Results for C.M.s                | 22 |
| IVD. Summary of Gender-Related Campaign Recommendations: C.M.s         | 33 |

## I. INTRODUCTION

This GreenCOM report summarizes the gender-related findings from three formative research reports conducted in Palawan, Davao del Sur and Cebu Provinces and makes recommendations for the pilot environmental communication campaigns. The report draws upon the full research reports<sup>1</sup> and the summaries prepared by the research teams for a national workshop<sup>2</sup>. In addition, the three summaries of gender-related findings<sup>3</sup> prepared by GreenCOM Research Analyst, Barbara Rawlins were also used in this report.

During the summer and early fall of 1996, the GreenCOM Project sponsored three research teams from Palawan, Davao del Sur and Cebu to collect information on environmental knowledge, attitudes and behaviors. The teams were from Silliman University's Department of Sociology and Anthropology in Dumaguete City, Palawan; Ateneo de Davao University's Social Research Office in Davao, Mindanao; and the University of San Carlos' Rudolph Rahmann Research Center. The teams were headed by Dr. Betty Abregana (Palawan); Napoleon Amoyen (Davao) and Rene Alburo (Cebu).

The full reports provide a complete description of the study methodology. In brief, the teams interviewed at two sites for each province. They interview people from upland and lowland communities. Three groups of people: local government unit officials, local opinion leaders and community members. Individual interviews were held with the local government officials and local opinion leaders; group and individual interviews were conducted with community members.

---

<sup>1</sup> The full reports are: "Research in aid of environmental communication strategy formulation" by Betty C. Abregana, Ester C. Delfin, Susana N. Gavino and Enrique G. Oracion (June 1996); "Formative research in support of pilot environmental communication campaigns in Davao del Sur" by Napoleon D. Amoyen (August 12, 1996); "Formative research in support of pilot environmental communication campaigns" by The Rudolf Rahmann Research Center, University of San Carlos (August 1996).

<sup>2</sup> "The Palawan Formative Research Project: summary of findings" by Betty C. Abregana, Ester C. Delfin, Susana N. Gavino and Enrique G. Oracion (Sept. 1996); "Formative research in support of pilot environmental communication campaigns in Davao del Sur" by Napoleon D. Amoyen (October 1996); "Formative research in support of environmental communication strategy: Cebu City, Lapulapu City and Olango Island" by The Rudolf Rahmann Research Center, University of San Carlos (October 1996).

<sup>3</sup> "Research in aid of environmental communication strategy formulation - Summary of gender findings" by Barbara Rawlins (September 1996); "Formative research in support of pilot environmental communication campaigns in Davao del Sur - Summary of gender findings" by Barbara Rawlins (September 17, 1996); "Formative research in support of pilot environmental communication campaigns - Summary of gender findings" by Barbara Rawlins (September 17, 1996).

People in the three groups were categorized as Doers and Non-Doers (or More Actives and Less Actives) according to their environmental activity level.

Both men and women were interviewed in each group and efforts were made to gender-disaggregate the data. However, in the final reports, information on all topics is not available across the three sites for both males and females. Apart from requiring that data be collected from males and female on the same fixed questions which were asked at each site, the teams were not asked to do a more complete gender analyses of the rights, roles and responsibilities related to natural resource management for men and women at each site.

The report below is intended to provide gender-related input into local pilot environmental communication campaigns. These campaigns are now being planned at the local level in conjunction with other USAID-funded natural resource management projects. While some of the recommendations may prove to be relevant for the national environmental communication campaign, the communication planners must exercise caution when trying to generalize from six research sites to the national level.

Each section below summarizes the available gender-disaggregated research results in both tabular and narrative form. These results are then followed by specific local campaign recommendations. At the end of each section on a research group (local government officials, local opinion leaders and community members), the local campaign recommendations are summarized.

## II. LOCAL GOVERNMENT UNIT OFFICIALS (LGUs)

### IIA. Gender Composition of Sample of LGU Officials

**Table I : Gender Composition of LGU Official Sample by Research Site**

|        | Davao I:<br>Malalag | Davao II:<br>Sta. Maria | Palawan I:<br>San Vicente | Palawan II:<br>Roxas | Cebu I:<br>Cebu<br>City | Cebu II:<br>Lapulapu<br>City |
|--------|---------------------|-------------------------|---------------------------|----------------------|-------------------------|------------------------------|
| Female | 7                   | 7                       | 5                         | 7                    | 1                       | 0                            |
| Male   | 8                   | 9                       | 10                        | 7                    | 9                       | 10                           |
| Total  | 15                  | 16                      | 15                        | 14                   | 10                      | 10                           |

#### Results:

- ◆ In three research sites (both Davao sites and Roxas, Palawan), roughly equal numbers of male and female LGU officials were available to be interviewed.
- ◆ In the three other sites (both Cebu sites and San Vicente, Palawan), there were fewer female officials and the study teams were not able to identify equal numbers of male and female LGU officials for interviews.

#### Local Campaign Implication:

1. The portion of the local campaigns in Davao and Palawan which are directed at LGU officials can include gender-based strategies (see below) but there is no gender-disaggregated information available for the two Cebu sites.

## IIB. Gender comparison of LGU Officials by Socio-Demographic Variables

This comparison is only possible for Palawan and Davao. The Cebu sample includes only one female LGU official.

**Table 2: Socio-Demographic Characteristics (I) of Interviewed LGU Officials, by Gender, for the Davao & Palawan Research Sites**

| Interviewed LGU Officials        | Age (in years)   | Marital Status<br>M S |        | Religion   | Schooling (in years)                               | Place of Origin  |
|----------------------------------|--|-----------------------|--------|--|--|--|
| Female LGU Officials:<br>Davao   | 30-36 yrs: 6<br>37-43 yrs: 4<br>44-50 yrs: 3<br>51-57 yrs: 1                 | 12                    | 2      | Roman Cath.<br>Born-Again Christian                | Elementary: 1<br>H.S.: 1<br>College: 11<br>M.D.: 1 | Mind.: 12<br>Visayas: 2  |
| Male LGU Officials:<br>Davao     | 30-36 yrs: 1<br>37-43 yrs: 4<br>44-50 yrs: 4<br>51-57 yrs: 3<br>58-64 yrs: 5 | 17                    | 0      | Roman Cath.<br>Protestant<br>Islam<br>Phil. Indep. | Elementary: 1<br>H.S.: 2<br>College: 12<br>Law: 2  | Mind.: 11<br>Visayas: 6  |
| Female LGU Officials:<br>Palawan | PI: 35.8 yrs.<br>PII: 38.4 yrs.  | 5<br>7                | 0<br>0 | Roman Cath.<br>Baptist                             | 14.2 yrs.<br>13.7 yrs.                             | Palawan<br>Leyte<br>Mindanao<br>Samar                              |
| Male LGU Officials:<br>Palawan   | PI: 49.8 yrs.<br>PII: 52.0 yrs.  | 10<br>7               | 0<br>0 | Roman Cath.<br>Jehovah's Witness                   | 13.0 yrs.<br>12.7 yrs.                             | Palawan<br>Cebu<br>Mindanao<br>Bicol, Cavite<br>Aklan, Negros Occ. |

### Results:

- ◆ For both Davao and Palawan sites, the average age of female LGU officials tend to be younger, by at least ten years, than the male LGU officials. This difference probably broader societal access to education and political office for women over time.
- ◆ With respect to other socio-demographic variables (marital status, religion, schooling and place of origin), there do not appear to be significant differences between males and females for research islands and sites.

### Local Campaign Recommendation:

2. The channel, style and the format of messages should be adapted for the two-generation LGU audiences. In a national campaign, television should be considered for the younger audience. The style of the messages and music should be varied for older adults, younger adults and their kids.

**Table 3: Socio-Demographic Characteristics (II) of Interviewed LGU Officials, by**

### Gender, for the Davao & Palawan Research Sites

| Interviewed LGU Officials | Yrs in Current Position  | Years in Public Office  | No. of Comm. Org. Memberships                                     |
|---------------------------|--|---|---|
| Females - Davao           | < 1 yr.: 2<br>1-6 yrs: 5<br>7-12 yrs: 7                                  | 2-8 yrs: 5<br>9-15 yrs: 5<br>16-22 yrs: 3<br>23-29 yrs: 1                 | 1 org.: 3<br>2 orgs.: 3<br>3 orgs.: 5<br>4 orgs.: 1<br>5 orgs.: 2 |
| Males - Davao             | < 1 yr.: 0<br>1-6 yrs: 11<br>7-12 yrs: 4<br>13-18 yrs: 1<br>19-24 yrs: 1 | 2-8 yrs: 5<br>9-15 yrs: 0<br>16-22 yrs: 7<br>23-29 yrs: 2<br>30-36 yrs: 3 | 1 org.: 7<br>2 orgs.: 2<br>3 orgs.: 2<br>4 orgs.: 4               |
| Females- Palawan          | PI: 3.4 yrs.<br>PII: 5.4 yrs.  | 12 yrs.<br>12.4 yrs.  | 1 (active)<br>0.86 (active)                                       |
| Males - Palawan           | PI: 4.9 yrs.<br>PII: 3.9 yrs.  | 13.8 yrs.<br>15.14 yrs.   | 0.4 (active)<br>1.43 (active)                                     |

#### Results:

- ◆ With respect to civic involvement, most males and females have been in their current position for one to six years.
- ◆ Males in both sites (16-22 years) have generally averaged longer periods in public office than females (9-15 years). This finding can be easily explained by the improvements to women's access to public office over time.
- ◆ However, per site and across sites, women are involved in more community organizations.

#### Local Campaign Implications:

3. Because they are already aware of the need to have people "get involved," this theme will probably be perceived as too basic by the LGU Officials, both male and female. To promote involvement in community organizations related to the environment, the campaign may want to show female community role models.

## IIC. Gender Comparison of Survey Data Results for LGU Officials

It was not possible to compare the three sites since only the Palawan and Davao studies have gender-disaggregated data for survey results.

**Table 4: Environmental Perceptions of Davao and Palawan LGU Officials by Gender**

| Issue   | Males   | Females  | Both   |
|---|---|--|--|
| Perceived Condition of Environment  | <p><b>Davao:</b> Also emphasized that the depleted status of their envt. Focus on the local economic impacts of natural calamities.</p> <p><b>Palawan:</b> NA</p>   | <p><b>Davao:</b> Some also cited improving marine and forest situation (e.g. more fish seen, forest beginning to have more trees) resulting from LGU actions. Focus on calamities themselves.</p> <p><b>Palawan:</b> Environmental conditions pose a serious problem (San Vicente).</p>  | <p><b>Davao:</b> Both discussed the effects of the depleted/deteriorating environment (e.g. low fish catch and supply, no more fish, unclear sea water, less forest products). Both mentioned natural calamities experienced or will be experiencing (e.g. flash floods, soil erosion, long dry spell) and the effect that they will have on their livelihood.</p> <p><b>Palawan:</b> Their envt. is not critically damaged because of LGU intervention programs</p>   |
| Perceived Barriers to Solving Environmental Problems (including enforcement, skills, technology & services) | <p><b>Davao:</b> Lack of knowledge about environmental policies &amp; laws; people related barriers to environmental enforcement (e.g. no alternative livelihood sources, lack of commitment, uninformed about projects).</p> <p>LGU officials need skills in formulating policies/ ordinances, conducting EIA, information-seeking, determining implications of ordinances, securing funds for env. projects, mobilizing.</p> <p><b>Palawan:</b> Lack of environmental knowledge by both local people and LGU officials.</p> | <p><b>Davao:</b> Local official-related barriers to environmental enforcement (e.g. lack of commitment, political differences, disunited officials, corrupt mayor, etc.).</p> <p>LGU officials need skills in acquiring technical knowledge, strategic planning, organizing, value formation, effective decision-making.</p> <p><b>Palawan:</b> Negative attitudes of some community members towards environmental programs.</p> | <p><b>Davao:</b> People's lack of cooperation, no alternative sources of livelihood, people's poverty, difficulty in getting out of "dole-out" system, limited funds of local officials, lack of political will for fear of losing in the next election, political differences/opponents, conflicts between vested interests &amp; the welfare of the people.</p> <p>LGU Officials need skills in effective implementation of ordinances, research, coastal/upland resource mgmt., supervision.</p> <p>LGU officials and Community Members need support services in environmental project financing, improved roads, training related to environmental protection, mgt. &amp; livelihood projects.</p> <p><b>Palawan:</b> NA</p> |
| Issue   | Males   | Females  | Both   |



|  |  |  |   |
|--|--|--|---|
| Perceived Motivating Factors for Being Environmentally Active              | <p><b>Davao:</b> Values, beliefs, practices; understanding of environmental problems.</p> <p><b>Palawan:</b> Personal concern and commitment are important factors for being active.</p> <p>LGU Officials must have the political will and legal knowledge.</p>                    | <p><b>Davao:</b> Personal investment in terms of money, time &amp; materials.</p> <p><b>Palawan:</b> Managerial skills related to environmental programs.</p>  | <p><b>Davao:</b> Existence of environmental laws/ordinances &amp; LGU support.</p> <p><b>Palawan:</b> Individuals need to be knowledgeable about environmental issues/concerns to be active in environmental management.</p> <p>LGU officials must have the skills to foresee the results of environmental action.</p>  |
| Ranking of the Importance of Factors related to Being Environmental Active | <p><b>Davao:</b> Rated Values, Beliefs &amp; Practices and Understanding of environmental problems as “critical.” Listed LGU support as “important.”</p> <p><b>Palawan:</b> Enforcement of environmental laws ranked as “important” rather than “crucial” (all other factors).</p> | <p><b>Davao:</b> Rated Values, Beliefs &amp; Practices and Understanding of environmental problems as “important.” Listed LGU support as “critical.”</p> <p><b>Palawan:</b> Social approval and support ranked as “important” rather than “crucial” (all other factors).</p> | <p><b>Davao:</b> Both men and women rated “access” factors, personal investment, approval/support, maintenance, family income and traditional folk beliefs as “important.” Existence and enforcement of env. laws/ordinances considered “critical” by both.</p> <p><b>Palawan:</b> All factors “crucial” except enforcement of environmental laws, social approval and support.</p> |
| Development Preferences  | <p><b>Davao:</b> NA</p> <p><b>Palawan:</b> Infrastructure projects, e.g. roads, pier, transportation &amp; communication services.</p>   | <p><b>Davao:</b> NA</p> <p><b>Palawan:</b> Food processing &amp; livelihood projects.</p>  | <p><b>Davao:</b> NA</p> <p><b>Palawan:</b> NA</p>   |

| Issue  | Males   | Females   | Both  |
|--|---|---|---|
| Actions undertaken by Respondents, LGUs and Others to solve the serious Environmental Conditions | <b>Davao:</b> Some males, particularly active ones, cited monitoring . Passing laws and ordinances. Some men mentioned that community residents usually clean their surroundings & look for alternative livelihood sources. | <b>Davao:</b> Budget allocations for environmental actions.   | <b>Davao:</b> Disseminating info on environmental protection & management.  |
| Other things which can be done to solve environmental problems                                   | <b>Davao:</b> LGU must acquire skills on EIA.<br><br>Community members plant mangroves, maintain cleanliness around their premises, pave their drainage systems, inform themselves about their envt.                        | <b>Davao:</b> LGU must have the qualities of vigilance & have political will.<br><br>Community members should be vigilant, consciously sustain their environmental protection activities, and observe local ordinances. | <b>Davao:</b> LGU can organize a committee, disseminate the local ordinances passed, strict enforcement of new ordinances, acquire skills in making sound ordinances, develop their political will, vigilance against illegal loggers, support environmental protection programs.<br><br>Community members should plant trees, cooperate with govt. projects on envt. |
| Who's responsible for fish sanctuaries?  | <b>Davao:</b> Besides LGU, Bureau of Fishery & Aquatic Resources  | <b>Davao:</b> Besides LGU, PNP, Brgy. Officials, Task Force, Office of the Mayor through the Municipal Office of Agric. & Env't.  | <b>Davao:</b> LGU is directly responsible for managing the fish sanctuary.  |

### Results:

- ◆ While there appear to be some gender differences regarding perceptions about the condition of the local environment among LGU officials for specific research sites, these gender differences are not consistent across the two sites (Palawan and Davao).
- ◆ For perceived barriers to solving environmental problems, there were no consistent gender differences across the two sites (Palawan and Davao).
- ◆ In contrast to male LGU officials who put more emphasis on psychological factors (e.g. values, beliefs, understanding of environmental problems, personal concern and commitment); female LGU officials seem to be focused more on the practical skills and personal investments of time, money and materials which would motivate them to become active in environmental issues.
- ◆ There was no consistent gender pattern to the ranking of factors related to being environmentally active.
- ◆ Information regarding gender-based differences in development preferences, environmental actions undertaken, possible environmental actions and fish sanctuary delegation of responsibility is only available for Davao.

### Local Campaign Implications:

4. The local campaign themes need to focus on both psychological and practical issues.

Women, in particular, appear to be looking for concrete strategies for how to manage the real requirements of environmental action, including managing professional and personal investments of money, time and materials.

### **IID. SUMMARY OF GENDER-RELATED CAMPAIGN RECOMMENDATIONS: LGU OFFICIALS**

1. The portion of the local campaigns in Davao and Palawan which are directed at LGU officials can include gender-based strategies (see below) but there is no gender-disaggregated information available for the two Cebu sites.
2. The channel, style and the format of messages should be adapted for the two-generation LGU audiences. In a national campaign, television should be considered for the younger audience. The style of the messages and music should be varied for older adults, younger adults and their kids.
3. Because they are already aware of the need to have people “get involved,” this theme will probably be perceived as too basic by the LGU Officials, both male and female. To promote involvement in community organizations related to the environment, the campaign may want to show female community role models.
4. The local campaign themes need to focus on both psychological and practical issues. Women, in particular, appear to be looking for concrete strategies for how to manage the real requirements of environmental action, including managing professional and personal investments of money, time and materials.

### III. LOCAL OPINION LEADERS (O.L.s)

#### IIIA. Gender Composition of O.L. Sample

**Table 5. Gender Composition of Opinion Leaders Sample**

|        | Davao I:<br>Malalag |       | Palawan I:<br>San Vicente | Cebu I:<br>Cebu City | Cebu II:<br>Lapulapu City |
|--------|---------------------|-------|---------------------------|----------------------|---------------------------|
|        | Urban               | Rural |                           |                      |                           |
| Female | 3                   | 4     | 7                         | 4                    | 4                         |
| Male   | 5                   | 5     | 7                         | 6                    | 6                         |
| Total  | 8                   | 9     | 14                        | 10                   | 10                        |

#### Results:

- ◆ Roughly similar numbers of male (29) and female (25) opinion leaders were interviewed.

#### IIIB. Gender comparison of OLs by Socio-Demographic Variables.

This comparison is only possible for two study sites: Palawan and Davao. Cebu data for the socio-demographic characteristic of OLs was not gender-disaggregated.

**Table 6: Selected Socio-Demographic Characteristics (I), by Gender, of Interviewed O.L.s, for the Davao & Palawan Research Sites**

| Opinion Leaders       | Age<br>( in years)           | Marital<br>Status<br>M S |   | Religion                                      | Schooling<br>(in years)                          | Place of Origin  |
|-----------------------|------------------------------|--------------------------|---|---|--|--|
| Female<br>Davao OLs   | 2 females<43<br>5 females≥43 | 6                        | 1 | NA  | 1 elementary<br>2 high school<br>3 college; 1 MA | 3 Mindanao<br>4 Visayas                                |
| Male<br>Davao OLs     | 4 males<43<br>6 males≥43     | 9                        | 1 | NA  | 2 elementary<br>2 high school<br>5 college; 1 MA | 4 Mindanao<br>5 Visayas<br>1 Luzon                     |
| Female<br>Palawan OLs | 45.7 = avg.                  | 6                        | 1 | Catholic<br>Pentecostal<br>Baptist<br>Jehovah | 11.9   | Negros Occ.<br>Samar,<br>Mindoro<br>CuyoIsl.,<br>Panay |

|                     |           |   |   |                         |      |  |
|---------------------|-----------|---|---|-------------------------|------|--|
| Male Palawan<br>OLs | 49.4=avg. | 5 | 2 | Catholic<br>Pentecostal | 11.7 | Samar,Cuyo<br>Isl.,Davao,<br>Romblon,<br>Panay,<br>Surigao |
|---------------------|-----------|---|---|-------------------------|------|--|

### Results:

- ◆ The mean or mode age for males and females across sites is fairly close. Males are slightly older, by four to five years, than females. For both males and females, most of the opinion leaders appear to be in their forties and older. Although average age was available for Palawan, the Davao report used broad age categories.
- ◆ For the other socio-demographic variables in Table 6, there do not appear to be any consistent gender-based differences across the two sites.

### Local Campaign Implications:

5. The age difference between males and females is too narrow to make any significant difference to the campaign strategy.

**Table 7: Selected Socio-Demographic Characteristics (II), By Gender, of Sampled OLs in Davao & Palawan**

| Opinion Leaders  | Yrs in Current Position                               | Years in Comm.Dev./ Civic Works                         | Years in Env't. Work | No. of Comm. Org.Memb.  |
|------------------|---|---|----------------------|---|
| Females - Davao  | 1-5 yrs: 5<br>6-10 yrs: 2                             | 1-5 yrs:2<br>11-15 yrs: 1<br>21-25 yrs:1<br>26-30 yrs:2 | NA                   | 1 grp.: 3<br>2 grps.:3<br>3 grps.:5<br>4 grps.:1<br>5 grps.:2 |
| Males - Davao    | <1 yr: 1<br>1-5 yrs: 6<br>6-10 yrs: 2<br>26-30 yrs: 1 | 1-5 yrs: 4<br>6-10 yrs:3<br>26-30 yrs:1<br>31-35 yrs:2  | NA                   | 1 grp.:7<br>2 grps.:2<br>3 grps.:2<br>4 grps.:4<br>5 grps.:0  |
| Females- Palawan | 4.6   | 4.3   | 3.3                  | 1.6   |
| Males - Palawan  | 3.7   | 6   | 4.2                  | 1.3   |

**Results:**

- ◆ For number of years in their current positions, there is no consistent difference between males and females for both sites. The majority have been in their current positions less than five years.
- ◆ Although gender differences at each site are not great, males for both sites appear to have spent, on average, more years than women in community development and civic works. The Davao Opinion Leaders appear to average longer times in community service than ones from Palawan.

- ◆ A gender comparison of years spent in environmental work is not possible due to data unavailability for Davao.
- ◆ Membership in community organizations is much greater for Davao than Palawan. In both sites, females tend to belong to more community organizations than men.

#### **Local Campaign Implications:**

6. While women may have gotten a later start in community/civic work and public life, they now appear to have broader involvement than men. It appears that women may be more easily reached via community groups. Face-to-face communication strategies targeted to these community groups may be particularly effective for women.

### **IIIC. Gender Comparison of Survey Data Results for Opinion Leaders**

Tables 8 and 9 provide a comparison for those variables in which gender-disaggregated data was available from both Palawan and Davao sites. Cebu data for OLs was not gender-disaggregated.

For the following topics, gender-disaggregated information was available from one but not both locations: local development preferences; fish sanctuaries (Palawan only); environmental activities undertaken by the respondents and their organizations; environmental activities undertaken by LGUs and others; additional possible environmental activities for different organizations; supportive individuals and groups; environmental projects implemented in their area; enforcement of environmental policies and laws; primary roles of different organizations and residents; enforcement of local ordinances; benefits to the community when different organizations are active in enforcement; criteria used for classifying people and organizations as active; highly credible individuals and institutions; which pre-identified factors are considered “crucial” to getting people involved (Davao only).

**Table 8: Environmental Attitudes and Knowledge (I), by Gender, of Selected OLs in Davao & Palawan**

| Issue   | Males  | Females   | Both   |
|---|--|---|--|
| <p>What explains the deterioration of the local envt.?</p> <p>(All but non-doer males in Palawan said that local environmental problems were serious)</p> | <p><b>Davao:</b> <u>Coastal deterioration</u> due to siltation; settler influx; lack of concern for future generations; no awareness of adverse effects of actions; no sustained env. protection &amp; fishing programs. <u>Forest deterioration</u> due to kaingin practices; no alternative livelihood sources; no sustained env. protection programs; no forest mgt. education/technical knowledge; rising pop.; erosion.</p> | <p><b>Davao:</b> <u>Coastal deterioration</u> due to increasing # of fishermen; poverty; lack of understanding of issues by people. <u>Forest deterioration</u> due to use of trees for firewood and house construction; lack of any replanting programs.</p> | <p><b>Davao:</b> <u>Coastal deterioration</u> due to pollution from banana plantation. <u>Forest deterioration</u> due to logging operations; indiscriminate cutting of trees by the people.</p> |
| <p>Impacts of deteriorating environment</p>   | <p><b>Davao:</b> Deforestation will lead to massive soil erosion and siltation of rivers and flash floods.</p> <p><b>Palawan:</b></p>  | <p><b>Davao:</b> price of basic commodities.</p> <p><b>Palawan:</b> Researchers say greater impacts upon rural housewives because they are more aware of household economic needs. Females more concerned with economic &amp; community impacts.</p>          | <p><b>Davao:</b> neg. changes in livelihood.</p> <p><b>Palawan:</b></p>  |
| <p>Barriers to solving environmental problems</p>   | <p><b>Davao:</b> Enforcement barriers for local env. ordinances include unclear discussions about content of ordinances; continued illegal fishing by Muslim residents; political intervention.</p> <p><b>Palawan:</b> barrier is lack of knowledge about env. processes &amp; conditions.</p>   | <p><b>Davao:</b> Poverty of people; uncooperative attitudes; unsympathetic attitudes of local residents toward local officials.</p> <p><b>Palawan:</b> barriers are people's negative attitudes.</p>  | <p><b>Davao:</b> Community-related barriers (e.g. distrust of KAPWA, no alternative livelihood; lack of concern &amp; knowledge).</p> <p><b>Palawan:</b> barrier is poverty for some people.</p> |



## Results

- ◆ Apart from non-doer males, most male and female opinion leaders viewed the state of their environment as a serious problem.
- ◆ Davao male and female opinion leaders varied in their perceptions of the environmental deterioration and depletion (information unavailable for Palawan and Cebu). With respect to coastal deterioration, females mentioned having less fish while males spoke of the reduced number of coral reefs and mangrove areas. In upland areas, both males and females mentioned that only ten percent of forest cover remained. The males focused more on denudation of the fores and the females cited the adverse effects of the vanishing trees and mountains, hot weather and the infertile soil.
- ◆ In trying to explain why the environment has been deteriorating, Davao males attributed the loss of mangroves to the expansion of fish pond areas.
- ◆ Both sexes raised poverty as a significant barrier to the resolution of environmental problems. However, in both sites (Davao and Palawan), women spoke of attitudinal barriers on the part of local community members and men focused more on knowledge related barriers (e.g. content of ordinances, ecological knowledge).
- ◆ In both Davao and Palawan, female opinion leaders appear to be more concerned than men with how a deteriorating environment will affect the prices of the basic commodities that are purchased by their households.

## Local Campaign Implications:

7. Both knowledge and attitudes need to be addressed in the local campaigns.
8. Women's concern with basic commodity prices, as they are affected by environmental degradation, is a powerful theme for the communication campaigns.

**Table 9: Environmental Attitudes and Knowledge (II), by Gender, of Selected OLs in Davao & Palawan**

|   | Males  | Females   | Both   |
|---|--|---|--|
| Who is responsible for solving env. problems?   | <p><b>Davao:</b> Joint responsibility (e.g. LGU-NGO coordination, LGU-NGOs-POs &amp; residents collaboration ).</p> <p><b>Palawan:</b> Non-Doer males say LGU &amp; line agencies.</p> | <p><b>Davao:</b> LGUs &amp; residents are primarily responsible, “corporate responsibility” (term undefined).</p> <p><b>Palawan:</b></p>  | <p><b>Davao:</b></p> <p><b>Palawan:</b> All but Male Non-Doers say community members.</p>  |
| What do people need (e.g. skills, technology, training, etc.) to solve env. problems?       | <p><b>Davao:</b> Crucial- env. law enforcement; LGU support, access to tech. support services &amp; training.</p> <p><b>Palawan:</b> More environmental information.</p>               | <p><b>Davao:</b></p> <p><b>Palawan:</b> Non-Doers - better attitudes towards environmental initiatives will result from increased initiative, self-reliance, and commitment. Doers -more info needed, communication skills to share ideas &amp; convince others to protect env.</p> | <p><b>Davao:</b> Crucial - understanding of env. problems.</p> <p><b>Palawan:</b></p>  |
| What qualities are needed by LGU officials in envt. fields to solve environmental problems? | <p><b>Davao:</b> Ensure LGU-NGO partnership; willingness to provide staff, impose cleanliness drives, allocate funds.</p> <p><b>Palawan:</b> See “Both”</p>                            | <p><b>Davao:</b> Willingness to look for strategies to motivate people, be active &amp; cooperative, create committees.</p> <p><b>Palawan:</b> See “Both”</p>   | <p><b>Davao:</b> Willingness to implement, monitor &amp; evaluate projects; consult people; implement laws.</p> <p><b>Palawan:</b> political will to effect change is needed by LGU officials, know the issues. M/F Non-Doers -envt. LGU officials should be fair. M/F Doers LGU officials in env. mgmt. should be honest &amp; able to obtain community feedback.</p> |

**Results:**

- ◆ Apart from Non-Doer Palawan Males, most of the sampled opinion leaders from Davao and Palawan appear to support joint inter-sectoral responsibility for solving environmental problems.
- ◆ While it is clear that both males and females think that there is a serious need to improve people's understanding of environmental problems, there was insufficient information from both sites to target skills, technology or training.
- ◆ Both males and females indicated that political will and/or a general willingness to initiate, implement and monitor/evaluate change were required qualities for LGU officials to solve environmental problems. The willingness to consult communities was also seen by both genders as desirable quality for LGU officials. Davao Females spoke to the motivational role of LGU officials; Davao males discussed more management considerations and partnership strategies.

**Local Campaign Implications:**

9. Communication efforts directed at local opinion leaders should stress a theme of joint environmental responsibility with both women and men.
10. Both men and women want a better understanding of environmental processes.
11. Political will, leadership and management skills are seen as desirable and required qualities for LGU officials engaged in environmental work. Role models used in the campaign should demonstrate all of these qualities to appeal to both men and women.

**IIID. SUMMARY OF GENDER-RELATED CAMPAIGN RECOMMENDATIONS: OPINION LEADERS**

5. The age difference between males and females is too narrow to make any significant difference to the campaign strategy.
6. While women may have gotten a later start in community/civic work and public life, they now appear to have broader involvement than men. It appears that women may be more easily reached via community groups. Face-to-face communication strategies targeted to these community groups may be particularly effective for women.
7. Both knowledge and attitudes need to be addressed in the local campaigns.
8. Women's concern with basic commodity prices, as they are affected by environmental degradation, is a powerful theme for the communication campaigns.

9. Communication efforts directed at local opinion leaders should stress a theme of joint environmental responsibility with both women and men.
10. Both men and women want a better understanding of environmental processes.
11. Political will, leadership and management skills are seen as desirable and required qualities for LGU officials engaged in environmental work. Role models used in the campaign should demonstrate all of these qualities to appeal to both men and women.

#### IV. COMMUNITY MEMBERS (CMs)

##### IVA. Gender Composition of Sample of Community Members

**Table 10: Gender Composition of Community Member Sample by Research Site**

|        | Davao I:<br>Upland<br>(Brgy.<br>Mabini) | Davao II:<br>Coastal<br>(Brgy.<br>Baybay) | Palawan I:<br>Upland | Palawan II:<br>Coastal | Cebu I:<br>Sabang | Cebu II:<br>Sta.Rosa |
|--------|---|---|----------------------|------------------------|-------------------|----------------------|
| Female | 14                                      | 18  | 10                   | 17                     | 14                | 11                   |
| Male   | 14                                      | 16  | 10                   | 19                     | 12                | 14                   |
| Total  | 28                                      | 34  | 20                   | 36                     | 26                | 25                   |

##### Results:

- ◆ Nearly equal numbers of females and males were interviewed (84 vs.85).

# **IVB. Gender Comparison of Community Members by Socio-Demographic Variables**

**Table 11: Selected Socio-Demographic Characteristics of Interviewed Community Members, by Gender for Davao, Palawan and Cebu Research Sites**

|               | Age:<br>Mean &<br>Range<br>(years) | Educational<br>Level                                 | Length<br>of Local<br>Residence:<br>Mean &<br>Range<br>(years) | Primary<br>Occup.   | Member-<br>ship in<br>Community<br>Orgs.                                      |
|---------------|------------------------------------|--|--|---|---|
| Davao Men     | 46<br>(18-65)                      | None: 1<br>Primary: 18<br>Second.: 11<br>Tertiary: 0 | 23<br>(2-55 )  | Farmers<br>Fishers  | no: 7<br>yes: 23<br><br>1 grp.:14<br>2 grps.: 1<br>3 grps.: 7<br>4 grps.: 1   |
| Davao Women   | 38<br>(18-65)                      | None: 1<br>Primary: 19<br>Second.: 7<br>Tertiary: 5  | 30<br>(<1-55)  | Fish peddler/<br>vendors;<br>BHW/C<br>VHW;<br>no non-<br>domestic<br>occup. | no: 10<br>yes: 22<br><br>1 grp.: 13<br>2 grps.: 8<br>3 grps.: 1<br>4 grps.: 0 |
| Palawan Men   | <45<br>45-49                       | Gender-<br>disagg. info<br>unavailable               | Gender-<br>disagg.<br>info<br>unavail.                         | Gender-<br>disagg.<br>info<br>unavail.                                      | Gender-<br>disagg.<br>info<br>unavail.  |
| Palawan Women | <45<br>35-39                       | Gender-<br>disagg. info<br>unavailable               | Gender-<br>disagg.<br>info<br>unavail.                         | Gender-<br>disagg.<br>info<br>unavail.                                      | Gender-<br>disagg.<br>info<br>unavail.  |
| Cebu Men      | 45<br>(21-71+)                     | None: 1<br>Primary: 13<br>Second.: 6<br>Tertiary: 3  | Avg.<br>Unavail.<br>(5-61+)                                    | Fishers:8<br>Small biz:6<br>Govt.:4<br>Farmer/<br>Lvstk:3<br>Unempld: 1     | Gender-<br>disagg.<br>info<br>unavail.  |
| Cebu Women    | 45<br>(21-70)                      | None: 1<br>Primary: 14<br>Second.: 8<br>Tertiary: 5  | Avg.<br>Unavail.<br>(5-61+)                                    | Small biz:9<br>Cottage craft:6<br>Profssl.:2<br>Govt.: 1<br>Farmer: 1       | Gender-<br>disagg.<br>info<br>unavail.  |

**Results:**

- ◆ Women tend to be the same average age or slightly younger than the males interviewed.
- ◆ For Davao and Cebu, more women than men have at least some tertiary level education.
- ◆ There was no consistent gender-based difference in length of local residence for males and females.
- ◆ Few women listed their primary occupation as farming or fishing.
- ◆ In Davao, individual women were members of more groups than men.

**Local Campaign Implications:**

12. The local campaign should consider pre-identifying those female community members with at least some tertiary level of education and exploring the possibilities of making these women key contacts for information dissemination.
13. The images in the campaign should show working women and men and represent those who are in occupations other than fishing and farming (generally male-only occupations).

### IVC. Gender Comparison of Survey Data Results for Community Members

**Table 12: Environmental Attitudes and Knowledge (I), By Gender, of Selected Community Members in Davao, Palawan and Cebu**

| Attitude/Knowledge  | Males  | Female   | Both   |
|---|--|--|--|
| State of Environment (including condition & problems mentioned) | <p><b>Davao:</b> Community env. problems include income/poverty; ltd. fish catch.</p> <p><b>Palawan:</b> Measure changes in terms of farm harvest or fish catch.</p> <p><b>Cebu:</b> scarcity of fish.</p> | <p><b>Davao:</b> Community env. problems include ltd. capital, poor sanitation, distant &amp; ltd. water supply, ltd. medicine.</p> <p><b>Palawan:</b> Measure envt. Condition by how they are able to feed kids and husbands.</p> <p><b>Cebu:</b> destruction of marine resources; illegal extraction of white sand; reduction in the quantity of shells available for shellcraft ; reduced amount of fish, corals &amp; rocks, green algae &amp; edible algae. Women fish vendors have to import fish to sell.</p> | <p><b>Davao:</b> Deteriorating and depleted coastal/forestry resources (e.g. polluted coastal resources and denuded forest resources).</p> <p><b>Palawan:</b></p> <p><b>Cebu:</b> Decline in local fish catch.</p> |
| Local Meaning of the Cebuano term, “Kinaiyahan”                 | <p><b>Davao:</b> Refers to nature or the envt.</p> <p><b>Palawan:</b> NA</p> <p><b>Cebu:</b> NA</p>  | <p><b>Davao:</b> Related the term to “bataasan” (personal character trait) and envt.</p> <p><b>Palawan:</b> NA</p> <p><b>Cebu:</b> “Palibut,” a term meaning surroundings, immediate neighborhood, was mentioned more often to mean “envt.”</p>  | <p><b>Davao:</b> Not easily defined.</p> <p><b>Palawan:</b> NA</p> <p><b>Cebu:</b> equivalent term for “envt.”</p>   |
| Which practices exploit natural resources?                      | <p><b>Davao:</b> NA</p> <p><b>Palawan:</b> NA</p> <p><b>Cebu:</b> NA</p>   | <p><b>Davao:</b> Lack of toilets caused sea pollution and sick kids.</p> <p><b>Palawan:</b> Rattan baskets, grazing by cattle &amp; goats.</p> <p><b>Cebu:</b> NA</p>  | <p><b>Davao:</b> 1959-64 logging; slash &amp; burn agric., dynamite fishing, increased pop.</p> <p><b>Palawan:</b> NA</p> <p><b>Cebu:</b> NA</p>   |



|                          |   |  |   |
|--------------------------|---|--|---|
| Worldview of environment | <b>Davao:</b> NA<br><b>Palawan:</b> Envt. should be cared for because it provides resources today & in the future.<br><b>Cebu:</b> More males saw humankind as dependent on the envt. | <b>Davao:</b> NA<br><b>Palawan:</b> Envt. should be cared for & nurtured much like a child.<br><b>Cebu:</b> More females saw humankind as one with envt. | <b>Davao:</b> Econ. Benefit to be derived from protection & mgt.<br><b>Palawan:</b> NA<br><b>Cebu:</b> NA |
|--------------------------|---|--|---|

### Results:

- ◆ Both men and women community members recognize that the environment is deteriorating and resources are becoming more scarce. Men tend to describe environmental problems in terms of fish scarcity/reduced catch. Women seem to focus on a wider spectrum of environmentally induced problems which range from sanitation, health, feeding their families; lack of raw marine materials for shellcraft, sale and eating.
- ◆ Men seemed to relate more to the Cebuano term, “kinaiyahan” as a synonym for the English word, “environment” than women. Women, at least in Cebu, identified the “environment” with the Cebuano term, “palibut,” which seems to have a more local focus (neighborhood, immediate surroundings).
- ◆ Across three sites, women seemed more able or more willing than men to articulate which practices exploited natural resources.
- ◆ In terms of their worldview or conceptualization of the environment and the relationship of humans to the environment, men at two sites (Palawan and Cebu) provided pragmatic reasons for why humans should care for the environment (e.g. it provides resources to humans and we are dependent upon it). Women from Palawan and Cebu used a parent-child metaphor (the environment as the child) or a unity theme (humans are one with the environment).

### Local Campaign Implications:

14. Women are less likely to respond well to a campaign focused strictly on reduced fish catch. Campaign themes and images need to include a number of human impacts of environmental degradation.
15. It does not appear that the term, “kinaiyahan” will confuse most men and women. However, this research result (e.g. the local nature of the term, “palibut”) does suggest that local environmental issues and impacts should be stressed in the local campaigns over national or global environmental issues. Women, in particular, appear to bring the meaning of “local” down to even their immediate neighborhood or household compound.
16. Because women seem more aware of, or articulate than men about the particular practices which exploit natural resources, the local campaigns should also present specific changes

in resource management behaviors.

17. The local campaign should develop and pre-test the three worldview themes: environment as provider, environment as child, environment and humans as a unity.

**Table 13: Environmental Attitudes and Knowledge (II), By Gender, of Selected Community Members in Davao, Palawan and Cebu**

| Knowledge/Attitudes  | Males   | Females   | Both  |
|--|---|---|---|
| What motivates people to get involved in environmental management? | <p><b>Davao:</b> Flood-free communities.</p> <p><b>Palawan:</b> Important: existence &amp; enforcement of env. laws, tech.support &amp; trng. Helpful: smooth interpersonal reltns.</p> <p><b>Cebu:</b> Perceive long-term benefits, e.g better future fish catch; short-term income decreases from proper env. mgt.</p>  | <p><b>Davao:</b> If inactive, avoids quarrels.</p> <p><b>Palawan:</b> Crucial: existence &amp; enforcement of env. laws, tech.support &amp; trng; Important: smooth interpersonal reltns.</p> <p><b>Cebu:</b> Important: maintain smooth relations.</p>   | <p><b>Davao:</b> Increase in income.</p> <p><b>Palawan:</b> NA</p> <p><b>Cebu:</b> God, concern for their children (what will they eat in the future) and themselves (ecological understanding).</p>  |
| Barriers to Being Active   | <p><b>Davao:</b> Loose implementation of anti-littering law, intervention by politicians for violators; unclear water boundaries, low level of education; low farm production; tenant land-owners and slash and burn practices.</p> <p><b>Palawan:</b> Assume that family members do not object to them giving time, \$ &amp; materials to env. projects.</p> <p><b>Cebu:</b> Adverse effects of pop. growth.</p> | <p><b>Davao:</b> People getting angry when reprimanded, people too busy working; absence of LGU monitoring system; people not owning their farms. For themselves, too busy attending the needs of their fish ponds and caring for their small children. Concerns about neighbors saying that KAPWA is a communist front org. Household tasks get neglected and leading to domestic disputes with unsupportive spouses.</p> <p><b>Palawan:</b> Demands for care/attention husbands and children were “blocking” their env. participation. Imperative to assess needs of spouses &amp; kids before committing time, \$, materials.</p> <p><b>Cebu:</b> Financial difficulties of many families; some people’s laziness &amp; self-interest.</p> | <p><b>Davao:</b> Respondent - related; Community-related; LGU-related; people’s laziness; non-attendance of mtgs., uninformed people; people’s need to spend time earning a livelihood; lack of alt. livelihood.</p> <p><b>Palawan:</b> NA</p> <p><b>Cebu:</b> NA</p> |

|  |   |   |  |
|--|---|---|--|
| Traditions and Folk Beliefs related to the Environment                     | <p><b>Davao:</b> Always keep farm clean, with all trees nearby cut.</p> <p><b>Palawan:</b> Told stories about physical &amp; mental ailments caused by supernatural beings angered by disturbed habitats.</p> <p><b>Cebu:</b> NA</p>        | <p><b>Davao:</b> Fear disturbing the spirits residing in big trees.</p> <p><b>Palawan:</b> Reported personal experiences for themselves or family.</p> <p><b>Cebu:</b> NA</p>                                       | <p><b>Davao:</b> Some older members practice/ believe. Sprinkle fishing boat with blood for good catch.</p> <p><b>Palawan:</b> Traditional local beliefs and rituals related to envt. including beliefs in fairies &amp; supernatural beings.</p> <p><b>Cebu:</b> Not relevant today, recent shift in values related to dwindling resources, some traditions still observed and persevering respect for “environmental spirits.”</p> |
| Skills, Technology & Support Need to be Active in Environmental Management | <p><b>Davao:</b> tree planting</p> <p><b>Palawan:</b> Must be trained in use of 2-way radio, leadership, individual skills.</p> <p><b>Cebu:</b> Important - LGU support; access to approp. tech., credit, tech. support &amp; training.</p> | <p><b>Davao:</b> communication skills</p> <p><b>Palawan:</b> teamwork &amp; group cooperation skills.</p> <p><b>Cebu:</b> Helpful - LGU support; access to approp. tech., credit, tech. support &amp; training.</p> | <p><b>Davao:</b> Alternative livelihood, env. protection &amp; mgt.</p> <p><b>Palawan:</b> NA</p> <p><b>Cebu:</b> NA</p>   |

### Results:

- ◆ With regard to what motivates people to get involved in environmental management (or more sustainable environmental management), both men and women discussed increased income as a motivator, as well as God, concern for their own and their children’s future well-being. Men raised the issue of long- (improved fish catch, reduced flooding) and short-term tradeoffs (i.e. income). Women brought out issues related to maintaining smooth interpersonal relations within their households and with neighbors.
- ◆ Davao men and women divided barriers into those for the individuals, those related to communities and those related to the LGU. There was no consistency for the barriers mentioned by the men from Davao, Palawan and Cebu. The women articulate the difficulties of balancing home/family/farm responsibilities, smooth family and neighborly relations and environmental action.
- ◆ Respect for supernatural beings or spirits related to nature, both on land and sea, is found in the three locations. Those from the Cebu sites tend to see environmental traditions and folk beliefs as something only relevant in the past for most people. There are no consistent gender differences for this topic.

- ◆ Women seemed more interested than men in group-related skills (e.g. communication, teamwork, group cooperation) in Davao and Palawan. Men seemed to place higher value on support to individuals, e.g. leadership, use of two-way radio, tree planting, access to credit and technology.

**Local Campaign Implications:**

18. It would be advisable for the campaign to address specific means of achieving alternate income to cope with short-term income tradeoffs. The campaign should seek to create a new and more supportive community norm for family women who would like to become more active in environmental activities. Images of supportive spouses and children and/or presenting creative alternatives such as group childcare, etc. will help encourage families to support the environmental actions of their wives, mothers and daughters.
19. Apart from Cebu, a tree or other type of nature spirit may be an effective campaign mascot/messenger for both men and women.
20. If an interpersonal communication component is used for groups in which women are active, then part of the focus should be on specific group-process related skills. Another alternative would be to show how groups have worked out some key issues in the content of the ads themselves.

**Table 14: Environmental Attitudes and Behavior (III), By Gender, of Selected Community Members in Davao, Palawan and Cebu**

|  | Males   | Females  | Both  |
|--|---|--|---|
| Definition of Who is Environmentally Active      | <p><b>Davao:</b> Practice what they preach (consistency); apprehend violators, obey laws; interested &amp; informed.</p> <p><b>Palawan:</b> NA</p> <p><b>Cebu:</b> Those in non-marine employment tended to be more env.active. Awareness.</p>                                    | <p><b>Davao:</b> Organize people; inform others; monitor and reprimand violators; practice behaviors such as waste disposal.</p> <p><b>Palawan:</b> NA</p> <p><b>Cebu:</b> Protecting the envt., having self-discipline, being an example, reprimanding violators.</p>   | <p><b>Davao:</b> Awareness, participation in activities; cooperation in projects.</p> <p><b>Palawan:</b> NA</p> <p><b>Cebu:</b> Observe bans on cutting trees &amp; killing birds in the sanctuary. Follow rules, remind others.</p>  |
| Environmental Actions taken by Community Members | <p><b>Davao:</b> NA</p> <p><b>Palawan:</b> NA</p> <p><b>Cebu:</b> An aquarium fisher throws unwanted fish back to the sea. Plant trees, refrain from cutting mangroves, follow laws.</p>  | <p><b>Davao:</b> Held a discussion; visited landowners regarding toilet construction and clean up plans.</p> <p><b>Palawan:</b> NA</p> <p><b>Cebu:</b> Teach children to overcome their laziness &amp; return spawn &amp; female cowries to the sea. Reprimand fine mesh nets users; clean surroundings, plant trees, scold bird-hunting children; call attention to those who illegally fish.</p> | <p><b>Davao:</b> Reporting ordinance violators. Tenancy limits the env. activities of community members.</p> <p><b>Palawan:</b> NA</p> <p><b>Cebu:</b> V.little can be done, just remind &amp; reprimand ordinance violators. Difficult to stop illegal env. acts by the poor - live and let live. Learning to return spawning fish &amp; female cowries to the sea.</p>  |
| Environmental Actions Taken by Others            | <p><b>Davao:</b> Brgy. Officials held community assemblies; organized the BATE; encouraged &amp; monitored cleanliness; implemented tree planting.</p> <p><b>Palawan:</b></p> <p><b>Cebu:</b> Mentioned mangrove &amp; Gmelina reforestation program initiated by DENR in 92.</p> | <p><b>Davao:</b> Complaints that the LGU did not conduct monitoring activities.</p> <p><b>Palawan:</b> NA</p> <p><b>Cebu:</b> Substitution of scoop nets instead of cyanide by the collectors of aquarium fish due to buyer preferences. Women remembered more details about the USC projects (e.g. composting toilets, mangrove reforestation, dike construction).</p>                            | <p><b>Davao:</b> LGUs established fish sanctuary &amp; caught law violators. P.O.s planted trees, distributed seeds. Schools planted trees, distributed toilets.</p> <p><b>Palawan:</b> NA</p> <p><b>Cebu:</b> Sister Paredes is bird sanctuary caretaker, implements its rules but her work is irrelevant to community problems. Church is inactive, apart from sermons, but could be helpful. USC projects with bird sanctuary, etc. (86-91).</p> |

**Results:**

- ◆ There is no significant gender-based difference in how males and females define who is environmentally active.
- ◆ For environmental actions taken by community members, women discussed organizing as a group to present a plan for environmental action to a landowner and teaching sound environmental practices to their children.
- ◆ Men seemed somewhat better informed than women regarding barangay and LGU environmental actions; Cebu women seemed to remember more details than men about specific projects.

**Local Campaign Implications:**

21. In an earlier result, both men and women expressed concern about their children's future. Women's on-going efforts to teach their children about sound environmental management should be used to model behavior in the local campaigns. In addition, this may be a positive behavior to be promoted among men during the campaign.
22. The data points to a need for women to be better informed about the environmental activities of barangay and LGU officials. This information could be provided through the local campaign. However, it is possible that these actors can visit and work with community groups where women are active and/or well-represented and keep women informed about barangay and LGU efforts on behalf of the environment.

**Table 15: Environmental Attitudes (IV), By Gender, of Selected Community Members in Davao, Palawan and Cebu**

| Knowledge/Attitudes | Males  | Females   | Both   |
|---------------------|--|---|--|
| Bird/Fish Sanctuary | <p><b>Davao:</b> Estimated a 1992-95 establishment date. Some had visited. Positive views. Familiar with sanctuary creation &amp; entrance bans. Guessed at size. Caretaker &amp; Brgy. Captain also responsible. People obey because they understand sanctuary's purpose. Benefits are more fish of bigger size.</p> <p><b>Palawan:</b> NA</p> <p><b>Cebu:</b> Some are cynical &amp; suspicious about the sanctuary's real purpose. We're stuck with it, foreigners did it to attract more tourists. Some men aware that mangrove cutting prohibitions protect the fish and bird habitat. Some men think local officials do not consistently enforce the law, lack the political will. People &amp; officials look the other way for poor violators. Most believe in distant future econ. benefits from tourism.</p> | <p><b>Davao:</b> Sanctuary contributes to the fish supply. Did not know when estab. or size. Both positive &amp; indifferent views. Familiar with ban on fishing; swimming; seashell collection. People obey due to guards present. Benefits are more fish; LGU prestige.</p> <p><b>Palawan:</b> NA</p> <p><b>Cebu:</b> Some women think that the idea of benefits from the sanctuary is laughable.</p> | <p><b>Davao:</b> Called it a "fish habitat" and breeding ground for fish fry. Mayor &amp; LGU responsible. Enforcement had been effective as seen by increased fish supply. Barriers are uninformed/unaware people.</p> <p><b>Palawan:</b> NA</p> <p><b>Cebu:</b> NA</p> |



|   |  |   |   |
|---|--|---|---|
| Development Programs<br>Planned & Desired | <p><b>Davao:</b> Coastal resources development plan; food processing plant; banana packing house. May cause water beds to be drained. Dev. should be moved 7 km from coast. Men want info on social benefits/hazards.</p> <p><b>Palawan:</b> Favor infrastructure dev. programs, e.g. roads, bridges; industry (e.g. silica mine, pearl farm or ecotourism).</p> <p><b>Cebu:</b> Some males knew of vague Japanese investment plans.</p> | <p><b>Davao:</b> shipyard, oil mills, oil factory, port warehouses. May cause bulldozing of hills and water pollution. Females want credit access info.</p> <p><b>Palawan:</b> social services, e.g. health, educ. services, for their kids.; alt. livelihood programs, e.g. farming or fishing.</p> <p><b>Cebu:</b> Knew of definite plans to develop Olango resorts &amp; hotels.</p> | <p><b>Davao:</b> mango processing plant. All will impact the fish sanctuary.</p> <p><b>Palawan:</b> NA</p> <p><b>Cebu:</b> electricity, livestock protection from theft; reduce prices of commodities, toilet facilities.</p> |
|---|--|---|---|

### Results:

- ◆ Davao and Cebu men appeared to know much more than women about the specifics about their local nature sanctuaries (Palawan gender-disaggregated data unavailable). Davao women seemed to focus more on the restrictions related to their sanctuary; Davao men seemed more convinced of the benefits. Many Cebu men and women are quite cynical about the benefits of the sanctuaries.
- ◆ Men spoke more often than women about their interest in infrastructure and industrial development in their area. Women more often spoke about smaller-scale local development activities, in particular social services, credit and traditional livelihood improvement.

### Local Campaign Implications:

23. There seems to be a clear need for women to actually visit the nature sanctuaries and to become more familiar with benefits to them and their households.
24. Males and females appear to understand the negative environmental impacts of industry to their coast and sanctuaries but are still interested due to the need for alternative livelihood sources. The local campaign needs to tap into this environmental awareness and mobilize people to let government officials know of their concerns for the environment. Women seem particularly interested in alternative environmental practices for farming and fishing rather than seeing their future in industrial or tourist activities.

**Table 16: Environmental Knowledge, By Gender, of Selected Community Members in Davao, Palawan and Cebu**

| Knowledge/Attitudes         | Males   | Females  | Both  |
|-----------------------------|---|--|---|
| Media                       | <b>Davao:</b> Seminars, brgy. assemblies, KAPWA.<br><b>Palawan:</b> NA<br><b>Cebu:</b> NA   | <b>Davao:</b> Informal interpersonal sources; radio dramas.<br><b>Palawan:</b> NA<br><b>Cebu:</b> watch TV in evening hours to save the battery; females like to listen/watch soap operas and public service programs. | <b>Davao:</b> Radio (partic.radio news reports)& TV (public affairs programs for coastal residents), newspapers.<br><b>Palawan:</b> NA<br><b>Cebu:</b> TV access varies alot. Those who have TV, like the Channel 3, 5 news.  |
| Influential &Trusted People | <b>Davao:</b> Davao-based radio commentator . Brgy. officials; basketball celebrity; female celebrity; LGU.<br><b>Palawan:</b> NA<br><b>Cebu:</b> USC | <b>Davao:</b> Brgy. Captain. LGU, Brgy. Officials, interpersonal contacts, showbiz personalities.<br><b>Palawan:</b> NA<br><b>Cebu:</b> DECS   | <b>Davao:</b> Female purok president; brgy. captain & his wife; brgy. councillors; some active women community members.<br><b>Palawan:</b> NA<br><b>Cebu:</b> Obtaining envt. info from DENR, LGUs & the church. Priests, actors & police are not good info sources since this is not their line of work. |

**Results:**

- ◆ Both males and females favor radio and television. News shows and public affairs programs are popular with males and females. In addition, males in Davao get information via interpersonal communication in public fora and community groups. Women also rely on informal interpersonal sources and TV and radion dramas and soap operas.
- ◆ Both males and females said that barangay officials were influential and trusted people in their communities for environmental information. For other types of influential and trusted people, there were no clear gender difference for males and females.

**Local Campaign Implications:**

25. While news and public affairs programs will reach both men and women, themes or messages focused on women can and should be introduced via soap operas and dramas.

26. Since they are trusted by most men and women, barangay officials should be incorporated into the local campaign strategies and shown providing environmental information.

#### **IVD. SUMMARY OF GENDER-RELATED CAMPAIGN RECOMMENDATIONS: COMMUNITY MEMBERS**

12. The local campaign should consider pre-identifying those female community members with at least some tertiary level of education and exploring the possibilities of making these women key contacts for information dissemination.
13. The images in the campaign should show working women and men and represent those who are in occupations other than fishing and farming (generally male-only occupations).
14. Women are less likely to respond well to a campaign focused strictly on reduced fish catch. Campaign themes and images need to include a number of human impacts of environmental degradation.
15. It does not appear that the term, “kinaiyahan” will confuse most men and women. However, this research result (e.g. the local nature of the term, “palibut”) does suggest that local environmental issues and impacts should be stressed in the local campaigns over national or global environmental issues. Women, in particular, appear to bring the meaning of “local” down to even their immediate neighborhood or household compound.
16. Because women seem more aware of, or articulate than men about the particular practices which exploit natural resources, the local campaigns should also present specific changes in resource management behaviors.
17. The local campaign should develop and pre-test the three worldview themes: environment as provider, environment as child, environment and humans as a unity.
18. It would be advisable for the campaign to address specific means of achieving alternate income to cope with short-term income tradeoffs. The campaign should seek to create a new and more supportive community norm for family women who would like to become more active in environmental activities. Images of supportive spouses and children and/or presenting creative alternatives such as group childcare, etc. will help encourage families to support the environmental actions of their wives, mothers and daughters.
19. Apart from Cebu, a tree or other type of nature spirit may be an effective campaign mascot/messenger for both men and women.
20. If an interpersonal communication component is used for groups in which women are active, then part of the focus should be on specific group-process related skills. Another alternative would be to show how groups have worked out some key issues in the content

of the ads themselves.

21. In an earlier result, both men and women expressed concern about their children's future. Women's on-going efforts to teach their children about sound environmental management should be used to model behavior in the local campaigns. In addition, this may be a positive behavior to be promoted among men during the campaign.
22. The data points to a need for women to be better informed about the environmental activities of barangay and LGU officials. This information could be provided through the local campaign. However, it is possible that these actors can visit and work with community groups where women are active and/or well-represented and keep women informed about barangay and LGU efforts on behalf of the environment.
23. There seems to be a clear need for women to actually visit the nature sanctuaries and to become more familiar with benefits to them and their households.
24. Males and females appear to understand the negative environmental impacts of industry to their coast and sanctuaries but are still interested due to the need for alternative livelihood sources. The local campaign needs to tap into this environmental awareness and mobilize people to let government officials know of their concerns for the environment. Women seem particularly interested in alternative environmental practices for farming and fishing rather than seeing their future in industrial or tourist activities.
25. While news and public affairs programs will reach both men and women, themes or messages focused on women can and should be introduced via soap operas and dramas.
26. Since they are trusted by most men and women, barangay officials should be incorporated into the local campaign strategies and shown providing environmental information.